

REMARKS

Applicant has acted with candor and good faith to comply with the Examiner's requests for information and documents as stated in the Action. The inventor is believed to be the representative of Applicant most suitable for the purposes of identifying the items requested, and the responses of Applicant below indicate the knowledge of the inventor following appropriate investigation. Applicant does not and cannot guarantee that the stated knowledge is representative of the full and collective knowledge of the assignee. For the purposes of the request, Applicant does not understand "publication" to include documents that were made available only internally to the Applicant/assignee or to Applicant's attorney (e.g., internal invention disclosures, etc.).

I. Supporting webpages and subpages linked to Items U8, U9, V9 and W9

Applicant has been unable to readily locate the webpages and subpages requested by the Action. The cited webpages are dated in 2001 and 2002. The persons who created and managed the webpages in 2001 and 2002 are believed to no longer be employed by Bellsouth and Applicant is unable to readily locate archived copies of the webpages from that time period. Accordingly, Applicant respectfully submits that Applicant does not have or cannot readily obtain the items requested. However, Applicant submits herewith (as Exhibit A) copies of webpages that are believed to have been published in or around 2001 or 2002. Applicant also provides herewith (as Exhibit B) copies of webpages that are currently available at www.bellsouth.com/bapco. The webpages of Exhibit B may or may not have been published (in whole or in part) in or about 2001 or 2002, but are believed to be representative of the webpages published at that time.

The last page of Exhibit B is a copy of a webpage for existing Bellsouth advertising customers. Once a sales representative has approached a prospective customer and has sold the customer an advertising product or products, a relationship is established between Bellsouth and the customer. The sales representative enters customer details into the Bellsouth system (e.g., via the sales representative's laptop computer), which creates a customer profile and a record of the advertising order details. The webpage allows the existing customer to log in and view the customer's order details and advertisement proof.

In re: Wealthy Desai
Serial No.: 10/624,325
Filed: July 22, 2003
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II. Copies of each publication authored or co-authored by Applicant and which describe the disclosed subject matter of Items U8, U9, V9 and W9 and/or the present application

No additional publications satisfying the stated criteria are known to Applicant.

III. The title, citation and copy of each publication that was relied upon to draft the claimed subject matter

No additional publications satisfying the stated criteria are known to Applicant.

IV. The names of any products or services that have incorporated the claimed subject matter

Applicant is unaware of any products to date that have incorporated the claimed subject matter.

CONCLUSION

Applicant respectfully submits that this application is now in condition for allowance, which action is requested. Should the Examiner have any matters outstanding of resolution, he is encouraged to telephone the undersigned at 919-854-1400 for expeditious handling.

Respectfully submitted,


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Attorney for Applicants

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I hereby certify that this correspondence is being deposited with the United States Postal Service "Express Mail Post Office to Addressee" service under 37 CFR 1.10 on the date indicated above and is addressed to Mail Stop Amendment, Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.


Katie Wu

EXHIBIT A

In re: Wealthy Desai
Serial No.: 10/624,325
Filed: July 22, 2003

For: *Systems, Methods and Computer Program
Products for Online Ordering of Business Directory
Listings and Advertisements*
Attorney Docket No.: 9400-34

Find it in the online yellow pages | BellSouth(R) RealPages.com(R) - Microsoft Internet Explorer provided by BellSouth

File Edit View Favorites Tools Help Google Address http://graine.lmv.bellsouth.net:9020/

BellSouth® *RealPages.com®*

> Welcome

Find it in the online yellow pages

Find a Business by Category

1. What kind of business are you looking for? Popular categories

2. Where? City: State: Selected one remember this city/state

3. Click

Find a Business by Name

1. What business name are you looking for?

2. Where? City: State: Selected one remember this city/state

3. Click

Search Near Home

>> Personalize *RealPages.com®* to find businesses around you.

Categories: Attorneys, Car Dealers, Churches, Doctors, Hotels, Real Estate, Restaurants, Schools, more...
Cities: Atlanta, Charlotte, Ft Lauderdale, Miami, Nashville, Orlando, Raleigh, New Orleans, more...

YELLOW PAGES

Local Intranet

Find categories in the online yellow pages | BellSouth(R) RealPages.com(R) - Microsoft Internet Explorer provided by BellSouth

File Edit View Favorites Tools Help Google Address http://grano.mvvi.bis.com:9020/browse

BellSouth® *RealPages.com®*

View the print phone book online

Click Here

> Browse

Search Categories

ACCOMMODATIONS FLOWERS, LAWN & GARDEN
ANIMALS & PETS FOOD & BEVERAGE SERVICES &
APPLIANCES SUPPLIES
ARTS FURNISHINGS - RESIDENTIAL &
AUTOMOBILES, TRUCKS & OTHER COMMERCIAL
VEHICLES GOVERNMENT, SERVICES &
BUSINESS & PROFESSIONAL SERVICES ASSOCIATIONS
CHILDREN HEALTH & MEDICAL
CLEANING & EXTERMINATION SERVICES INSURANCE
CLOTHING, JEWELRY & ACCESSORIES LEGAL
COMMERCIAL & INDUSTRIAL MONEY & FINANCE
COMMUNICATIONS OFFICE EQUIPMENT & SUPPLIES
COMPUTERS PARTY & SPECIAL EVENT PLANNING
CONSTRUCTION & CONTRACTORS PERSONAL GROOMING & FITNESS
EDUCATION & INSTRUCTION REAL ESTATE
ELECTRONICS RELIGION
ENTERTAINMENT RESTAURANTS & DINING
ENVIRONMENT SAFETY & SECURITY
FAMILY CARE & SERVICES SHOPPING
FARMING & AGRICULTURE SPORTS, RECREATION & HOBBIES
TRANSPORTATION, TRANSPORT &
STORAGE TRAVEL & TOURISM

Search near your home or office

ADVERTISING BellSouth click here

Local Intranet

Find it in the online yellow pages | BellSouth(R) RealPages.com(R) - Microsoft Internet Explorer provided by BellSouth

 File Edit View Favorites Tools Help

 Address: http://graine.lmvi.bls.com:9020/yp.dyn?page=browse_area&devCall=35&from=yp&dearSearch=true&mouseTrap=Q1%253Dyp%257CQ2%253Dbrowse%257CQ3%253D*****%25

BellSouth® **RealPages.com®**

View the print phone book online

 Click Here

 Places to Go:

- [Yellow Pages](#)
- [Find People](#)
- [Maps & Directions](#)
- [Phone Books Online](#)
- [Search Options](#)
- [New Search](#)
- [Personalize](#)
- [Browse Categories](#)
- [Browse Cities](#)
- [Help](#)

 © BellSouth [Browse Cities](#)

[Pay Phone Bill](#)

[Special Offers](#)

[Upgrade to DSL](#)

[BellSouth Select](#)

[Feedback](#)

[Bookmark Us](#)

[Save as Home Page](#)

[Advertise](#)

[Find 800 Numbers](#)

 Search near your home or office

 ADVERTISING

 BellSouth

 Click Here

> Browse

 Search by Area

 Click the link for the area you want to search.

Alabama Metro Areas:

- [Alexander City/Greater Talladega](#)
- [Anniston](#)
- [Auburn](#)
- [Birmingham](#)
- [Dothan](#)
- [Gadsden](#)
- [Huntsville](#)
- [Mobile/Baldwin](#)
- [Montgomery](#)
- [Muscle Shoals](#)
- [Tuscaloosa](#)

Louisiana Metro Areas:

- [Alexandria](#)
- [Baton Rouge](#)
- [Houma](#)
- [Lafayette](#)
- [Lake Charles](#)
- [Monroe](#)
- [New Orleans](#)
- [Shreveport](#)

Florida Metro Areas:

- [Daytona Beach](#)
- [Florida Keys](#)
- [Fort Lauderdale](#)
- [Fort Myers](#)
- [Fort Pierce/Stuart](#)
- [Fort Walton Beach/Destin](#)
- [Gainesville](#)
- [Jacksonville](#)
- [Lakeland/Winter Haven](#)
- [Melbourne](#)
- [Miami](#)

Mississippi Metro Areas:

- [Biloxi/Gulfport](#)
- [Columbus/Starkville](#)
- [Corinth](#)
- [Greenwood](#)
- [Hattiesburg](#)
- [Jackson](#)
- [Meridian](#)
- [Natchez](#)

http://graine.lmvi.bls.com:9020/yp.dyn?page=browse_area&devCall=35&from=yp&dearSearch=true&mouseTrap=Q1%253Dyp%257CQ2%253Dbrowse%257CQ3%253D*****%25

Local intranet

Find it in the online yellow pages | BellSouth(R) RealPages.com(R) - Microsoft Internet Explorer provided by BellSouth

File Edit View Favorites Tools Help Google Address http://graine.lmv.bls.com:9020/help/index_help.html

BellSouth® RealPages .com®

HOME | YELLOW PAGES | FIND PEOPLE | BROWSE CATEGORIES | MAPS & DIRECTIONS | PERSONALIZE

> Help

Help index for RealPages.com

Welcome to BellSouth RealPages.com!

RealPages.com is the best and most complete source of business information in the Southeast United States.

Click on one of the links below to answer your questions:

How to Search

- How do I search for a business by category?
- How do I search for a business by name?
- How do I select a category?
- How do I select a city?
- How do I browse available categories?
- How do I save my city and state for future searches?

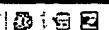
How to Use Maps

- How do I pan or move the map?
- How do I zoom in or zoom out on a map?

How to use Search Results

Done Local Intranet

BellSouth Online Phone Book - Welcome - Microsoft Internet Explorer provided by BellSouth

File Edit View Favorites Tools Help  Google  

Address 

BellSouth® *RealPages*

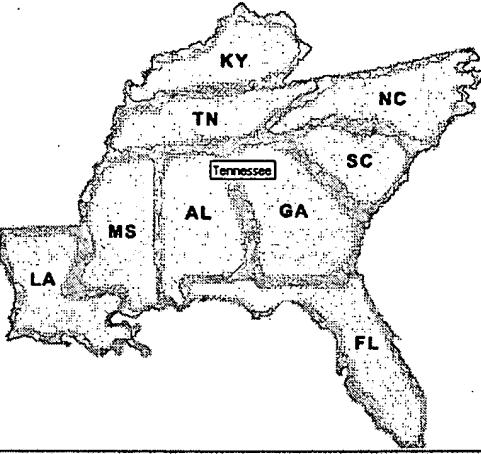
[HOME](#) | [DOWNLOAD DIRECTORY](#) | [CUSTOMER SUPPORT](#)

Welcome

Thank you for choosing BellSouth's digital White and Yellow Pages - the exact "look and feel" of our printed BellSouth directories **ONLINE**. To access a telephone directory, please enter a community name or select a state from the map below. A list of available books for that community or state will appear to your right. Please choose your desired book from the list.

Enjoy the digital experience!

Search By Community: 





Find it in the online yellow pages | BellSouth(R) RealPages.com(R) - Microsoft Internet Explorer provided by BellSouth

File Edit View Favorites Tools Help Google Address http://grane.lnvi.bls.com:9020/yp.dyn?page=map_ned_enter&evtCall=668;from=ypmouse;trsp=Q1%253Dy%257C02%253Dred%257C03%253D***%257C04%253DC%257C

BellSouth® *RealPages.com®*

View the print phone book online
Click Here

Places to Go Yellow Pages Find People Maps & Directions Phone Books Online Search Options New Search Personalize Browse Categories Browse Cities Help BellSouth Pay Phone Bill Special Offers Upgrade to DSL BellSouth Select Extras Bookmark Us Save as Home Page Advertise Find 800 Numbers Search near your home or office ADVERTISING BellSouth

> Maps and Directions

Get U.S. Maps

Enter address or street: (optional)
City: (required)
State: (required)
Zip code: (optional)
Click:
Start again:

Get Driving Directions

Starting Point:
Address: City:
State: Zip code: (optional)

Destination:
Address: City:
State: Zip code: (optional)
Click:
Start again:

Driving directions are informational only. No representation is made or warranty is given as to their content, route usability, route expediency, or road conditions. User assumes all risk of use. BellSouth Intellectual Ventures and its suppliers assume no responsibility for any loss or delay resulting from such use.

Local intranet

Welcome to BellSouth Advertising and Publishing - Microsoft Internet Explorer provided by BellSouth

File Edit View Favorites Tools Help Google

Address <http://www.bellsouth.com/bepco/>

Create. Sell. Grow.

> [Manage My Advertising](#)
> [Your Market](#)
> [Business Benefit](#)
> [About The Real Yellow Pages](#)
> [Yellow Page Advertising](#)
> [Phone Books](#)
> [Order Phone Books](#)
> [Order CD-ROMs](#)
> [Frequently Asked Questions](#)
> [Contact Us](#)

Cost-effective results from BellSouth®. It's the only way to advertise.

Business Tools

The **Real Yellow Pages®** and **RealPages.com®** from BellSouth give your business the tools to communicate your image, drive traffic to your firm, and reach customers near the time of purchase. No other advertising media can boast such an impressive return on investment, customer follow through, or customer acquisition cost.

The combined reach of The **Real Yellow Pages** and **RealPages.com** helps you connect with more of your potential customers at the most important time--right before they make their buying decision.

Yellow Pages advertising can bring a steady stream of new customers who are ready to buy. In fact, 53% of Yellow Pages users are new to the business they contact through the Yellow Pages.¹ Not only do they spend 24% more than the average customers but they also make a purchase 90% of the time when using the Yellow Pages.¹

¹CRM Associates, June 2001.

Advertise in Print


Advertise Online: RealPages.com and Search Engines


Done Trusted sites

Welcome to BellSouth Advertising and Publishing - Microsoft Internet Explorer provided by BellSouth

File Edit View Favorites Tools Help Google Address http://www.bellsouth.com/bepco/books.html

More information in more ways!

Available Directories

We attempt to deliver directories directly to your doorstep with each new edition. If for some reason you did not receive a directory, or you are new to town, we will be happy to send you a copy. BellSouth provides a free Yellow Pages and White Pages directory to each household and business telephone number. Specialty directories are available per your request or for sale and CD-ROM directories are available for sale.

To order replacements or purchase other directories by phone please call **1-800-682-4000**.

You can also [click here to request replacements online](#).

The Real Yellow Pages from BellSouth

[Order replacement phone books](#)

Specialty Directories

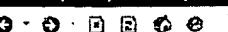
[The To Go Directory](#)
[Click here for a list of available directories](#)
[Globe Export](#)

CD-ROM Directories

[Call 1-800-682-4000 to order](#)

Done Trusted sites

BAPCO - Phonebook Request - Microsoft Internet Explorer provided by BellSouth

File Edit View Favorites Tools Help  Google -  

Address 

Home > BellSouth Advertising & Publishing > Phone Book Request

BellSouth Advertising & Publishing

Phone Book/Directory Ordering

• Please provide us with the following information so that we may effectively process your Phone Book/Directory order.

• Please note: Non-BellSouth Customers can only order business directories from their local telephone provider.

Phone Book Request

* Your Name:

Company Name:

* Contact Phone: - - ext. (daytime)

* Phone: - -
(For the phone book/directory you are ordering if different from your billing phone.)

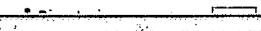
* State:

* E-mail Address:

* Reason for Requesting Directories:

* Type of Request: Residential Business

* How many phones do you have?

BAPCO - Phonebook Request - Microsoft Internet Explorer provided by BellSouth

File Edit View Favorites Tools Help Google Address https://contact.bellsouth.com/email/bepco/Directory/PhonebookOrder.asp

BellSouth Advertising & Publishing

Phone Book/Directory Ordering

- Please provide us with the following information so that we may effectively process your Phone Book/Directory order.
- Please note: Non-BellSouth Customers can only order business directories from their local telephone provider.

Phone Book Request

* Your Name:

Company Name:

* Contact Phone: - - ext. (daytime)

* Phone: - -
(For the phone book/directory you are ordering if different from your billing phone.)

* State: - Please Select -

* E-mail Address:

* Reason for Requesting Directories: - Please Select -

* Type of Request: Residential Business

* How many phones do you have?

* Directories Requested: White Pages Yellow Pages
 Community Phone book/Directory

Done Trusted sites

Welcome to BellSouth Advertising and Publishing - Microsoft Internet Explorer provided by BellSouth

File Edit View Favorites Tools Help Google Address http://www.bellsouth.com/bepco/faq.htm

> Manage My Advertising

> Your Market

> Business Benefit

> About The Real Yellow Pages

> Yellow Page Advertising

> Phone Books

> Order Phone Books

> Order CD-ROMs

> FAQs

> Contact Us

Frequently Asked Questions

At BellSouth, we offer Real Solutions™ to real problems.

Below you will find answers to some common advertising questions concerning:

[Changes to Your Advertising Bill from The Real Yellow Pages® and RealPages.com™ from BellSouth](#)

Changes to Your Advertising Bill from The Real Yellow Pages and RealPages.com from BellSouth.

We are announcing an exciting change to your advertising bill. Starting October 2003, your BellSouth Telecommunications and BellSouth Advertising & Publishing statements will include a simplified monthly advertising bill page from The Real Yellow Pages® and RealPages.com™ from BellSouth. This change will make doing business with us easier than ever. Because you are a valued customer, we want to keep you informed by clearly explaining these modifications. You can expect:

An advertising bill page that's easier to read. Now your advertising charges will be billed by the calendar month. That means your Print and RealPages.com monthly advertising charges will now encompass services rendered in a calendar month. For example, advertising charges billed for the month of December will begin December 1 and end December 31.

Simple, Itemized billing. Both Print and Internet advertising charges will be displayed as separate line items on the same bill page. This allows you to easily locate billed amounts.

One toll-free number for your advertising billing questions. Beginning mid-October, you'll be able to call toll free at 1-877-573-2597 for both Print and Internet advertising billing inquiries.

If you have any questions, please don't hesitate to contact us. We appreciate your business and look forward to helping you reach your goals by advertising with us.

• Why does my advertising bill look different?

Welcome to BellSouth Advertising and Publishing - Microsoft Internet Explorer provided by BellSouth

File Edit View Favorites Tools Help Google Address http://www.bellsouth.com/bepco/contact.htm

YELLOWPAGES.COM® | Special Rates | En Español | Wholesale | Careers | Contact Us

enter search criteria here >> search

RESIDENTIAL SMALL BUSINESS LARGE BUSINESS ABOUT US

BellSouth.com > Advertising & Publishing > Contact Us

CONTACT US

> [Manage My Advertising](#)
> [Maximize Your Advertising](#)
> [Your Market](#)
> [Business Benefit](#)
> [About The Real Yellow Pages](#)
> [Yellow Page Advertising](#)
> [Phone Books](#)
> [Order Phone Books](#)
> [Order CD-ROMs](#)
> [Frequently Asked Questions](#)
> [Contact Us](#)

Customer Service at Your Fingertips!

If you have a question about billing or other advertising related issues, please click here to view our most [Frequently Asked Questions](#).

If you need to speak to a customer service representative, you may call **1-877-5REAL-YP** (877.573.2597).

Questions about your RealPages online advertising? Please email CustomerService@RealPages.com

If you have questions about phone service or other BellSouth products, please [click here](#).

Want to email your question or request a phone book?

- [Sales Contact](#)
- [Support & Feedback](#)
- [Phone Book Request](#)

Or, you can call us at **1-877-5REAL-YP** (1-877-573-2597).

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Trusted sites

BellSouth BAPCO DirectoryE-mail - Microsoft Internet Explorer provided by BellSouth

File Edit View Favorites Tools Help Google Address https://contactus.bellsouth.com/emrs/isp/BAPCOContactUsForm

© BELL SOUTH®

E-mail a BAPCO Directory Specialist

Please fill in the following information and a BAPCO Directory specialist will contact you.

Asterisk (*) denotes required information

* Your Name:

City: State: Zip Code:

* Email Address:

Contact Phone: - - ext.

Billing Phone: - -
(if different from contact phone)

* Subject:

* Your Comments:

 back to top

Done Trusted sites

EXHIBIT B

In re: Wealthy Desai

Serial No.: 10/624,325

Filed: July 22, 2003

For: *Systems, Methods and Computer Program
Products for Online Ordering of Business Directory
Listings and Advertisements*

Attorney Docket No.: 9400-34



enter search criteria here

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ABOUT US

BellSouth.com > Advertising & Publishing >

Create. Sell. Grow.

- > [Manage My Advertising](#)
- > [Your Market](#)
- > [Business Benefit](#)
- > [About The Real Yellow Pages](#)
- > [Yellow Page Advertising](#)
- > [Phone Books](#)
 - > [Order Phone Books](#)
 - > [Order CD-ROMs](#)
- > [Frequently Asked Questions](#)
- > [Contact Us](#)

Cost-effective results from BellSouth®. It's the only way to adv

Business Tools

The [Real Yellow Pages®](#) and [RealPages.com®](#) from BellSouth give you the tools to communicate your image, drive traffic to your firm, and r customers near the time of purchase. No other advertising media can such an impressive return on investment, customer follow through, o acquisition cost.

The combined reach of The [Real Yellow Pages](#) and [RealPages.com](#) hel connect with more of your potential customers at the most important right before they make their buying decision.

Yellow Pages advertising can bring a steady stream of new customers ready to buy. In fact, 53% of Yellow Pages users are new to the busin contact through the Yellow Pages.¹ Not only do they spend 24% more average customers but they also make a purchase 90% of the time w the Yellow Pages.¹

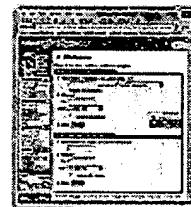
¹CRM Associates, June 2001.

Advertise in Print



- [The Real Yellow Pages®](#)
- [Specialty Directories](#)
- [The Real White Pages](#)

Advertise Online: [RealPages.com](#) and Search Engines



- [What Are Your Business Needs?](#)
- [Grow The Business](#)
- [Promote a Website](#)
- [Get a Website](#)

Advertising Knowledge Center

- Understand your market.
- [Learn about consumer usage.](#)
- [Yellow Pages delivers value/return on investment.](#)
- [Learn about advertising on RealPages.com online.](#)
- [Learn about advertising in The Real Yellow Pages print directories.](#)
- [Have more questions? Here's a few more answers.](#)
- [Who do you call or contact?](#)

It's knowledge to keep you competitive.

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[Legal Notices and Privacy Statements](#)



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ABOUT US

BellSouth.com > Advertising & Publishing > Internet Advertising

- > [Manage My Advertising](#)
- > [Your Market](#)
- > [Business Benefit](#)
- > [About The Real Yellow Pages](#)
- > [Yellow Page Advertising](#)

- > [Internet Advertising](#)
 - > [Testimonials](#)
- > [Grow the Business](#)
 - > [Top 5 Featured Advertiser](#)
 - > [Add Categories](#)
 - > [Add Markets](#)
 - > [Stand out from Competition](#)
- > [Promote a Website](#)
 - > [Real Search Engine Solutions](#)
 - > [Get a Website](#)
 - > [Product List](#)

- > [Phone Books](#)
 - > [Order Phone Books](#)
 - > [Order CD-ROMs](#)
- > [Frequently Asked Questions](#)
- > [Contact Us](#)

BellSouth® *RealPages*.com®

[Contact Us](#)

What are your business needs?

[Grow the Business](#) > [Promote a Website](#) > [Get a Website](#)

For a small business Internet marketing program to be effective, it must things:

1. Reach buyers using the Internet when they are ready to make a decision
2. Convey compelling reasons why your business stands out from the competition
3. Provide measurable results
4. Provide a return on your investment so that it pays for itself

Internet marketing services from BellSouth® include: [online yellow pages](#), [engine marketing](#), [website promotion](#) and professional [website design](#) services meet the four criteria required for an effective Internet marketing program.

With over 16 million searches every month¹, the [RealPages.com](#)® distribution network from BellSouth leads the online yellow pages industry in share of searches for the Southeast!² That represents an 80% increase since 2000. search traffic of buyers seeking local providers of products and services. [RealPages.com](#) advertisers are also featured on our distribution network which includes Yahoo! Yellow Pages and Switchboard Yellow Pages.

Our suite of [Internet advertising products](#) is designed to meet the various needs of small businesses and deliver results whether you do business locally or have a website, need a website or rely on traditional [phone contacts](#) or a

Does advertising on [RealPages.com](#) pay off?

Featured advertisers on the [RealPages.com](#) distribution network receive more customer contacts than businesses relying on a free listing.

Read [testimonials and comments](#) received from [RealPages.com](#) advertisers.

What is the profile of a typical [RealPages.com](#) user?

- 67% of [RealPages.com](#) visitors in the past month made contact with the business they referenced.⁵
- 42% of users report annual household income of more than \$60,000
 - Age 35-54 44%⁵
 - Age 18-34 37%⁵
 - Female: 59%⁵
 - Male: 41%⁵

- 59% of these users were looking for local businesses.⁶
- 19% of these users were looking for businesses outside their local area

What are your business needs?

Grow the Business: [Top 5 Featured Advertiser](#) [Add Category](#)
[Stand Out from Competition](#) [Add Market](#)

Promote a Website: Real search engine solutionsTM
[Web Link](#)

Get a Website: [Real Website](#)

www.advertising.realpages.com

- ¹ BellSouth [RealPages.com](#) 2004 search traffic data (January - June).
- ² 1Q 2004 comScore Network Internet Yellow Pages Share of Search
- ³ BellSouth [RealPages.com](#) distribution network data (2002-2004).
- ⁴ Median estimates based on above analysis applied to 2003 [RealPage](#) Internet traffic statistics. YOUR RESULTS MAY VARY BASED ON YOUR BUSINESS AND THESE RESULTS ARE NOT GUARANTEED.
- ⁵ TNS//Consumer.Choice Survey profile of respondents that were past month visitors to [RealPages.com](#) from BellSouth, 1Q 2004.
- ⁶ TNS/IMV User Site Evaluation Program, 1Q 2004.

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enter search criteria here

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SMALL BUSINESS

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ABOUT US

BellSouth.com > Advertising & Publishing > Internet Advertising > Grow the Business

- > [Manage My Advertising](#)
- > [Your Market](#)
- > [Business Benefit](#)
- > [About The Real Yellow Pages](#)
- > [Yellow Page Advertising](#)
- > [Testimonials](#)
- > [Grow the Business](#)
- > [Top 5 Featured Advertiser](#)
- > [Add Categories](#)
- > [Add Markets](#)
- > [Stand out from Competition](#)
- > [Promote a Website](#)
- > [Real Search Engine Solutions](#)
- > [Get a Website](#)
- > [Product List](#)

BellSouth® *RealPages*.com®

[Contact Us](#)

Grow the Business > Promote a Website > Get a Website

Internet Products that Grow the Business

Match your business needs to the appropriate Internet advertising pro

Grow the Business:

[Top 5 Featured Advertiser](#)[Add Categories](#)[Stand Out From Competition](#)[Add Markets](#)

Top 5 Featured Advertiser (Limited Inventory)

Our Local Priority Product features your business within the top 5 listed on [RealPages.com®](#) and as a priority listing on our distribution network within a selected category and market. (e.g "Atlanta - Attorneys"). This product comes with an Enhanced Graphic and Web Link. As an added bonus, your business will appear under all city searches within that market regardless of your physical business address.

[see example](#)

- > [Phone Books](#)
 - > [Order Phone Books](#)
 - > [Order CD-ROMs](#)
- > [Frequently Asked Questions](#)
- > [Contact Us](#)

Add Categories

Why so many Categories on [RealPages.com](#)? If you need to open a checking and savings accounts, you probably want the services of a Bank. But if you need to borrow money, companies that provide Financing, Loans and Mortgages could potentially provide services to you depending on the circumstances. As a business owner, you should be advertising under the relevant Category to open as many doors to your business as possible. Your Sales Representative about the savings offered by our Category Bundles. ([Category List](#))

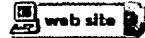
Add Markets

Do you want to attract business from more than one geographic area? Are you in the Southeast? If so, let your Sales Representative know that you want to advertise in multiple markets: ([Internet Market List](#))

(Note: Internet Markets typically offer the coverage area of more than one print directory.)

Stand out from Competition

Pricing for the following products will vary by market.

Web Link[Listing example](#)

Promote your website to buyers when they are ready to purchase your products or use your services. The icon appears with your business listing and links to your web site. Click icon for example.

Enhanced Graphic[Listing example](#)

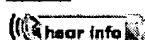
Enhance your featured listing with a business logo (see example above) or a product image. The image can also link to a website when requested.

[Enhanced Graphic Specifications](#)

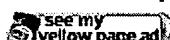
Enhanced Text[Listing example](#)

This simple, but effective, text product features a message at your listing to differentiate your business from others appearing in the search results list. The message can be used to announce specials, promote brands you carry or simply communicate why your business is the best option for consumers.

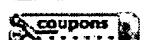
[Enhanced Text Specifications](#)

Real Web Audio[Listing example](#)

Real Web Audio is a 30 second radio type commercial that is promoted with your featured listing and can be added to your Real Website. Your message includes custom professional voice production and can even include music clips or sound effects. Our state-of-the-art audio technology allows consumers to play your message quickly and easily online. Click icon for a sample. An industry study suggests that adding audio to online ads increases their effectiveness!

Online Display/In-Column Ad[Listing example](#)

Online Display Ads are a simple and economical way to increase the distribution of your print ads through the Internet. When consumers move their mouse over the icon or click on it, your selected print YP ad appears. Click icon for a sample.

Real Savings Coupon[Listing example](#)

Convert web traffic to foot traffic by offering valuable online coupons with your listing on RealPages.com. Users simply click the coupon icon, print the coupon, and redeem upon purchasing products or service. Click icon for a sample.

Highlighted Listing[Listing example](#)

□ Make your listing stand out from the competition with this light yellow background feature. It's the online equivalent of using white background in the print Yellow Pages to make your ads stand out!

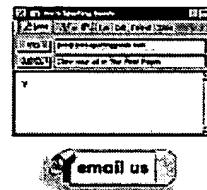
Email Form[Listing example](#)

Wouldn't it be smart to offer consumers an electronic version of your current paper forms to save time? Simple applications, new patient forms, requests for bids, etc. can all be converted into an online form with up to 40 fields allowed per form. We can also create simple custom forms from scratch based on your needs. Click icon for a sample.

When someone completes the form online at their convenience, you receive their information as a simple e-mail.

[Email Form Specifications](#)**Email Link**[Listing example](#)

The E-Mail Link product encourages consumers to contact you and conveniently click, conveniently opens the consumer's e-mail program to compose a new e-mail, which is already pre-populated with your business e-mail address in the "To" field. Click icon for a sample.



www.advertising.realpages.com

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ABOUT US

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BellSouth® *RealPages*.com®**Internet Product List****Grow the Business**[Top 5 Featured Advertiser](#)[Add Categories](#)[Add Markets](#)**Stand out from Competition**[Web Link](#)[Enhanced Graphic](#)[Enhanced Text](#)[Real Web Audio](#)[Online Display Ad](#)[Real Savings Coupon](#)[Highlighted Listing](#)[Email Form](#)[Email Link](#)**Promote a Website**[Real Search Engine Solutions](#)[Web Link](#)[Enhanced Graphic](#)**Get a W**[Real We](#)[Real We](#)www.advertising.realpages.com [back to top](#)Copyright 1995-2005 BellSouth Advertising & Publishing Corp. All Rights Reserved
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Sales Offices

BellSouth Advertising & Publishing has offices all over the Southeast Region. Please select your state below to find your local office in the list below. An advertising representative will give you a recommendation for the right program for your needs.

Alabama	Florida	Georgia
Kentucky	Louisiana	Mississippi
North Carolina	South Carolina	Tennessee

Need to advertise nationally?

Call **1-800-GET-REAL** (1-800-438-7325) or visit www.1800GETREAL.com for more information on how to advertise nationally.

City	Local District	Local Sales Office Address	Telephone Number
North Carolina			Call 1-800-GET-REAL (
Charlotte	Charlotte District	9144 Arrow Point Blvd Charlotte, NC 28273	
Wilmington		505 Nutt Street Suite 1 Wilmington, NC 28401	
Chapel Hill		180 Providence Rd Suite 1C Chapel Hill, NC 27514	
Greensboro		1801 Stanley Rd Suite 410 Greensboro, NC 27407	
Raleigh	Raleigh District	1201 Edwards Mill Road Suite 401 Raleigh, NC 27607	

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City	Local District	Local Sales Office Address	Telephone Number
South Carolina			Call 1-800-GET-REAL (
Columbia	Columbia District	100 Center Point Drive Columbia, SC 29210	
Charleston		5300 International Blvd Suite C-206 North Charleston SC 29418	
Greenville	Greenville District	10 Patewood Dr Greenville, SC 29615	

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Georgia			Call 1-800-GET-REAL (
Atlanta Gwinnett Marietta	Atlanta District	2247 Northlake Parkway 4th Floor Tucker, GA 30084	
Duluth	North Georgia District	3237 Satellite Blvd Suite 625 Duluth, GA 30096	
Macon	South Georgia District	4619 Sheraton Dr. Suite 100 Macon, GA 31210	

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Florida			Call 1-800-GET-REAL (
Jacksonville	North Florida District	10375 N. Centurion Pkwy Suite 400 Jacksonville, FL 32256	
Maitland	Central Florida District	258 Southhall Lane Suite 106 Maitland, FL 32751	
West Melbourne	Coast District	4315 Woodland Park Drive Suite 101 West Melbourne, FL 32904	
Pensacola	Emerald Coast District	2114 Airport Blvd Suite 1800 Pensacola, FL 32504	
Miami	South Florida District	8500 SW 117 th Road Suite 325 Miami, FL 33183	
Miramar	South Florida District	2905 North Commerce Pkwy Miramar, FL 33025	
Ft Lauderdale	South Florida District	2001 NW 64 Street Ft. Lauderdale, FL 33309	
Deerfield Beach	South Florida District	1350 E. Newport Center Drive, Suite 110 Deerfield Beach, FL 33442	
Tampa/St. Petersburg	Internet Only	tampasales@realpages.com	
West Palm Beach	South Florida District	500 Columbia Drive West Palm Beach, FL 33409	

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Alabama			Call 1-800-GET-REAL (
Birmingham Bessemer	North Alabama District	The Berry Company 200 Missionary Ridge	Local: 205.991

Greater Shelby

Birmingham, AL 35242

Toll Fre
800.877

Huntsville	North Alabama District	The Berry Company 1500 Perimeter Pkwy Suite 150 Huntsville, AL 35806	Local: 256.837 Toll Fre 800.877
Decatur	North Alabama District	The Berry Company 1902 Central Parkway Suite A Decatur, AL 35602	Local: 256.355 Toll Fre 800.877
Montgomery Eastern Shore	South Alabama District	The Berry Company 2400 Presidents Drive Suite 150 Montgomery, AL 36116	Local: 334.279 Toll Fre 800.688
Mobile Bay Minette Brewton	South Alabama District	The Berry Company 2970 Cottage Hill Road Suite 151 Mobile, AL 36606	Local: 251.471 Toll Fre 800.877

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Mississippi

Call 1-800-GET-REAL (

Jackson Lumberton	Mississippi District	The Berry Company 800 Woodlands Pkwy Suite 200 Ridgeland, MS 39159	Local: 601.957 Toll Fre 800.877
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Louisiana

Call 1-800-GET-REAL (

Baton Rouge Lake Charles Donaldsonville Jennings Winnsboro	Central/North Louisiana District	The Berry Company 4949 Essen Lane Suite 200 Baton Rouge, LA 70809	Local: 225.769 Toll Fre 800.877
Houma Farmerville	Central/North Louisiana District	The Berry Company 1340 W. Tunnel Blvd Suite 211 Houma, LA 70360	Local: 225.769 Toll Fre 800.877
Shreveport	Central/North Louisiana District	The Berry Company 1 Bellemead Centre 6425 Youree Dr Suite 240 Shreveport, LA 71105-4625	Local: 318.798 Toll Fre 800.877
Lafayette Bayou Teche	Central/North Louisiana District	The Berry Company 2701 Johnston St Suite 306 Lafayette, LA 70503	Local: 337.593 Toll Fre 888.273
Monroe	Central/North Louisiana District	The Berry Company 1401 Hudson Lane Suite 230 Monroe, LA 71201	Local: 318.324 Toll Fre 800.877

New Orleans	South Louisiana District	The Berry Company 3625 North I-10 Service Rd Metairie, LA 70002	Local: 504.888 Toll Fre 800.877
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Tennessee		Call 1-800-GET-REAL (
Memphis	West Tennessee District	The Berry Company 3340 Players Club Pkwy Suite 100 Memphis, TN 38125	Local: 901.748 Toll Fre 800.877
Tri-Lakes			
Lauderdale			
County			
Dyer County			
Gibson County			
Covington			
Selmer			
Knoxville	East Tennessee District	The Berry Company 1225 Weisgarber Rd N100 Knoxville, TN 37909	Local: 865.584
Five Rivers			
Campbell			
County			
Loudon County			
Sevier County			
	Middle Tennessee Division	The Berry Company 100 Westwood Place Suite 100 Brentwood, TN 37027	Local: 615.373 Toll Fre 800.877
Chattanooga	Southern Tennessee District		

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Kentucky		Call 1-800-GET-REAL (
Louisville	Kentucky District	The Berry Company Hurstbourne Forum 303 Hurstbourne Pkwy Suite 150 Louisville, KY 40222	Local: 502.423
Owensboro			
Lexington			
Henderson			
Madisonville			
Richmond			
Todd County			
Winchester			

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Frequently Asked Questions

At BellSouth, we offer Real Solutions™ to real problems.

Below you will find answers to some common advertising questions conc

[Changes to Your Advertising Bill from The Real Yellow Pages® and RealPages.com from BellSouth](#)

Changes to Your Advertising Bill from The Real Yellow Pages and RealPages.com from BellSouth.

We are announcing an exciting change to your advertising bill. Starting October, your BellSouth Telecommunications and BellSouth Advertising & Publishing statements will include a simplified monthly advertising bill page from The Yellow Pages® and RealPages.com™ from BellSouth. This change will make doing business with us easier than ever. Because you are a valued customer, we will keep you informed by clearly explaining these modifications. You can expect

An advertising bill page that's easier to read. Now your advertising will be billed by the calendar month. That means your Print and RealPages.com advertising charges will now encompass services rendered in a calendar month. For example, advertising charges billed for the month of December will begin in December and end December 31.

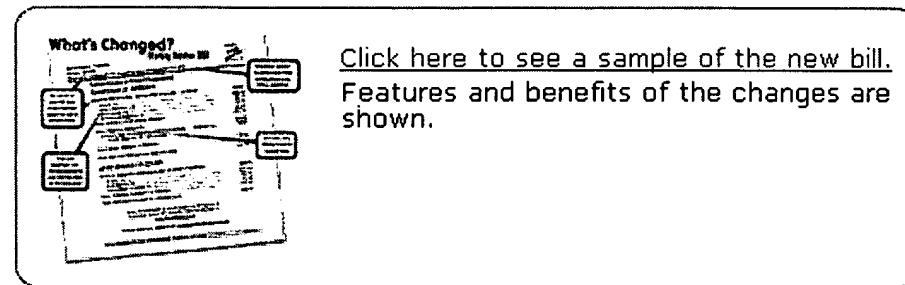
Simple, itemized billing. Both Print and Internet advertising charges will be displayed as separate line items on the same bill page. This allows you to quickly locate the amounts billed.

One toll-free number for your advertising billing questions. Beginning in October, you'll be able to call toll free at 1-877-573-2597 for both Print and Internet advertising billing inquiries.

If you have any questions, please don't hesitate to contact us. We appreciate your business and look forward to helping you reach your goals by advertising.

- [Why does my advertising bill look different?](#)
- [What is "calendar month" billing?](#)
- [When will I see my first converted advertising bill statement with calendar month billing?](#)
- [Why did my charges for advertising decrease/increase this month?](#)
- [Previously, print advertising charges were billed 30-days in advance. Why are they now being billed already paid for this month?](#)
- [If I see a partial month charge on my bill, is it wrong?](#)
- [Why did my last bill not include any advertising charges?](#)
- [Will my advertising bill cycle change?](#)
- [Why haven't I received my separate bill statement from BellSouth IntelliVentures for RealPages.com internet advertising?](#)
- [What happened to the credit balance I had on my last BellSouth Internet advertising bill?](#)

- Which bills am I going to receive from BellSouth starting in October?
- I've always gotten billed for advertising on my BellSouth telephone changed?
- Why are my internet advertising charges higher this month?
- What happened to the RealPages.com or BellSouth® AdReach® Services on my previous bills?
- Can I start my RealPages.com internet advertising before my ad appears in The Real Yellow Pages printed directory?



Payments & Change of Address

- Where do I send payments if my bill is from BellSouth Advertising Corporation (or BellSouth IntelliVentures)?
- Where do I send payments if my advertising charges came with my bill" from BellSouth Telecommunications?
- How are my advertising payments applied to my bill?
- How do I request a copy of a past advertising bill?
- Who do I call if I need additional assistance regarding my advertising?
- What if my company's billing address has changed?

General Questions and Comments

- When can I buy advertising?
- How do I contact my local sales office?
- Need Residential, Business or other BellSouth services?

Questions About My Ad or Listing

- My listing is incorrect.
- My display advertising is incorrect.
- Where will my ad be placed in the directory?

Changes to Advertising Bills for The Real Yellow Pages and RealPages from BellSouth

Why does my advertising bill look different?

Starting October 2003, The Real Yellow Pages and RealPages from BellSouth introduce a new bill format. Your contracted monthly charges have not changed, rather only the timing and format have. It's important to understand your bill and the itemized charges.

The new bill format improves the way you get billed for advertising in important ways:

1. Advertising charges are billed for only the current calendar month.

and

2. All internet and print advertising charges are itemized on the same bill page.

What is "calendar month" billing?

Calendar month billing is just as it sounds. You get billed for the whole calendar month--no partial charges for a month in arrears (past). The Bill Date on your bill statement may be the 14th, or any other day of the month, but you will be billed for calendar month. For example: your Bill Date is 12/14/03; you are billed for 12/01/03 to 12/31/03. Because your monthly charges are based on your contracted monthly advertising charges, it's easier to understand your bill.

When will I see my first converted advertising bill statement with calendar month billing?

Calendar month billing begins in mid-October 2003. Depending on the Bill Date of your billing cycle, the first bill you see with change in October or November 2003. There may be some adjustments to the first bill to synchronize with the new billing format and calculate charges. Frequently Asked Questions will answer most of your concerns about the changes.

Why did my charges for advertising decrease/increase this month?

Your contracted monthly amount for advertising has not changed. If the charges on your October or November 2003 bill appear lower or higher than your prior bills, the differences are due to a change in the way charges appear on the bill. With calendar month billing, any portion of the current month not previously billed (and paid) will be billed during the transition months of October and/or November. For example, in September, you paid for charges for 9/14/03 to 10/13/03 (30 days in advance). In your new October bill, your print advertising charges will be for 10/14/03 to 10/31/03 (18 days remaining in October). After the transition to calendar month billing, you will see charges for the entire calendar month: 11/01/03 to 11/30/03 in your November bill.

Charge adjustments will occur during the "transition" billing months of October and November 2003. Unless the charges for a new advertising contract have just begun, your billed advertising charges will be in the next month's bill.

Previously, print advertising charges were billed 30-days in advance. Haven't I already paid for this month?

Yes, but you may have paid for only a portion of the current month in your prior bill. Therefore, the charges for print advertising in the new bill may be lower than expected. This is a one-time adjustment. Once bills are fully converted to calendar month billing.

With calendar month billing, any portion of the current month not previously billed (and paid) will be billed during the transition months of October and/or November. For example, in September, you paid for charges for 9/14/03 to 10/13/03 (30 days in advance). In your new October bill, your print advertising charges will be for 10/14/03 to 10/31/03 (18 days remaining in October). After the transition to calendar month billing, you will see charges for the entire calendar month.

If I see a partial month charge on my bill, is it wrong?

No, there will be certain situations that require a one-time charge. This may apply to a partial month period. There will be partial month charges in the transition months of October and November to synchronize calendar month billing. After the transition, partial month charges will occur for changes to advertising in the middle of a directory listing or for internet advertising which become effective in the middle of the month.

Why did my last bill not include any advertising charges?

Your advertising is still in effect, and your contracted monthly charges have not changed. However, due to the transition to calendar month billing, customers billed during certain bill cycles may not see the charges with their first new bill. Please be aware that the next bill will have the prior unbilled charges plus the current month charge. We apologize for any inconvenience caused; after the transition, your bills will be easier to read and to understand!

Will my advertising bill cycle change?

Most customers will not see their bill cycles change. However, for internet advertising, your billing cycle may change with the synchronization of internet with print advertising charges (please see internet billing). In most cases, the Bill Date of your print advertising bill cycle was retained. Please call customer service toll-free at 573-2597 to request a bill if you do not receive a bill for the month.

Why haven't I received my separate bill statement from BellSouth IntelliVentures for RealPages.com internet advertising?

Starting in mid-October 2003, you will no longer receive a separate bill statement for internet advertising from BellSouth IntelliVentures. You will now receive one simplified bill including both print and internet advertising charges clearly identified as separate line items on the bill page.

Please expect your internet advertising charges to synchronize with your print advertising bill cycle. If you are billed only for internet advertising items, your bills will also be transitioned to the new calendar month and billed by BellSouth Advertising & Publishing Corporation.

What happened to the credit balance I had on my last BellSouth IntelliVentures internet advertising bill?

The credit balance will be applied on your new calendar month bill from BellSouth Advertising & Publishing Corp.

Which bills am I going to receive from BellSouth starting in October?

If you previously received bills only from BellSouth Telecommunications, you will continue to do so. If you previously received a separate bill from BAPCO (and/or bill from BellSouth IntelliVentures, the subsidiary of BellSouth that publishes RealPages.com), you will receive one bill from BAPCO with all advertising charges.

I've always gotten billed for advertising on my BellSouth phone bill. What's changed?

The new bill format for advertising charges is easier to read and to understand. We've moved your print advertising charges to appear on the same page as your internet advertising charges. The itemized

Why are my internet advertising charges higher this month?

Your contracted monthly charges have not changed-only the timing when charges are billed has changed.

Previously, internet charges were billed one month in arrears (we synchronize internet advertising charges to calendar month). You may see one-time billing adjustments that increase or decrease. We apologize for any inconvenience caused; after the transition, bills will be easier to read and to understand!

These transition adjustments do not change your effective monthly charge for advertising, only the timing of when they are billed. For example, if your September bill included internet advertising charges from 8/3/03 to 9/2/03, in October, your new bill would include charges for the calendar month of 10/1/03 to 10/31/03, plus a one-time adjustment for the period 9/3/03 to 9/30/03 which had not been billed in September.

What happened to the RealPages.com or BellSouth® AdReach® Services that were on my previous bills?

The services are still in effect as contracted by your current Ad Order. We now combine all internet items together on your bill and charge for each market area. For example, you may see "Atlanta Internet" or "Charlotte Internet".

Can I start my RealPages.com internet advertising before my ad appears in The Real Yellow Pages printed directory?

Yes! One of the benefits of internet advertising is that we can start advertising on RealPages.com within days of your contract date. You will be able to receive the benefit and exposure of advertising on RealPages.com immediately! Charges for internet advertising are billed for any month that advertising appears; there will be a one-time per month charge for advertising posted less than a full month.

Where do I send payments if my advertising bill is from BellSouth Advertising & Publishing Corporation (or BellSouth IntelliVenture)?

Please include your payment remittance coupon from your bill and your account number on your check as it appears on the BellSouth Advertising & Publishing Corporation bill. Please mail your payment to:

BellSouth Advertising & Publishing Corp.
P.O. Box 105024
Atlanta, GA 30348-5024

Where do I send payments if my advertising charges came with "telephone bill" from BellSouth Telecommunications?

Please include your payment remittance coupon from your bill and your account number on your check. If your BellSouth telephone service is in the following states:

Alabama (AL), Georgia (GA), Louisiana (LA), Mississippi (MS), Tennessee (TN)
Mail your payment to:

BellSouth PRO Center

P.O. Box 105503
Atlanta, GA 30348-5503

Florida (FL), Kentucky (KY), North Carolina (NC) or South Carolina (SC),
Mail your payment to:

BellSouth PO Center
PO Box 1262
Charlotte, NC 28201-1262

How are my advertising payments applied to my bill?

If you receive your bill from BellSouth Advertising & Publishing your payment is first applied to the past due charges, then applied to the current month charges.

If you receive your bill from BellSouth Telecommunications, by payment is first applied to your regulated telephone charges. The remainder of the payment is allocated among all other charges until the balance due.

How do I request a copy of a past advertising bill?

If you receive a separate bill from BellSouth Advertising & Publishing Corporation, you may call us toll-free at 1-877-573-2597 to request a copy.

If you are billed for your advertising charges on your BellSouth Telecommunications telephone bill, you may call BellSouth Telecommunications at (your area code) plus 780-2800 to request a copy.

Who do I call if I need additional assistance regarding my advertising?

There's one toll free number to answer all your print and internet advertising concerns and questions. Please call BellSouth Advertising & Publishing Corp. at 1-877-573-2597.

If you have concerns or questions regarding your "telephone" services for your business, please call BellSouth Telecommunications at 1-866-620-6000.

For all residential services questions, please call BellSouth at 1-877-573-2500.

What if my company's billing address has changed?

Please have your account number or telephone number handy when you make your request. Your account number is found on your bill statement.

If you receive your bill from BellSouth Advertising & Publishing Corporation, there are several ways to notify us of a change of address:

- **On your bill:** You can write your new address on the back of the returned portion of your statement and check the Address box.
- **Email** BellSouth Advertising & Publishing Corporation Customer Care using this form:
<https://contactus.bellsouth.com/emrs/jsp/BAPCOContactUsForm.jsp>
- **Call** BellSouth Advertising & Publishing Corporation Toll Free at 1-877-573-2597.

If you receive your advertising charges as part of your telephone change of address requests can be made by calling BellSouth Telecommunications at (your area code)-780-2800.

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General Questions and Comments

Need Residential, Business or other BellSouth services?

Other BellSouth products and services can be found at
<http://www.bellsouth.com>

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Questions About My Ad or Listing

My listing is incorrect.

Your listing is generated from either BellSouth Telecommunications or from the Competitive Local Exchange Carrier (CLEC) you selected. Your listing is created when you sign up for phone service. To make changes to your listing, you will need to contact the company that provides your telephone service.

BellSouth Customer Service (BST):
<http://www.bellsouth.com/smallbusiness/help/callus/>

My display advertising is incorrect

If you find an error in your display advertising, we will be happy to help you. Please call our customer service department at The Real Yellow Pages from BellSouth®.

The Real Yellow Pages Customer Service:
1-877-5REAL-YP (1-877-573-2597)

Where will my ad be placed in the directory?

Placement of advertising within our directories is determined by the following factors:

1. Size of ad
2. Tenure as an advertiser or how long you've been doing business with us.

The biggest display ads come first followed by smaller ads.

Two advertisers may tie in terms of ad size and tenure, and in these cases, whomever signs the advertiser contract first gets prioritized placement.

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Directory Closing Dates

Advertising in The Real Yellow Pages from BellSouth® can be purchased from a local sales representative during the sales dates listed below.

These dates are **approximations** of campaign dates for The Real Yellow BellSouth. Dates may vary slightly. If you would like to purchase advertising, please call our customer service number so the representative can contact you right away. Please contact our Customer Department at: 1-877-5REAL-YP or 1-877-573-2597.

Alabama	Florida	Ge
Kentucky	Louisiana	Mis
North Carolina	South Carolina	Ten

The Real Yellow Pages Directory	Sales Campaign Start Date	Sales Cam Close Date
Alabama		
Auburn-Opelika	AL 16-July	22-October
Birmingham	AL 5-March	5-July
Calhoun Co	AL 4-December	1-February
Decatur	AL 23-October	8-January
Gadsden	AL 9-April	21-May
Huntsville	AL 10-June	20-Septem
Mobile	AL 5-October	25-March
Montgomery	AL 25-September	12-January
Shoals Area	AL 22-January	19-March
Tuscaloosa	AL 5-August	24-Septem

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Florida

Boca Raton & Deerfield Beach	FL 17-July	16-Novemb
Cocoa Beach/Cocoa	FL 10-September	15-January
Daytona Beach	FL 20-August	2-Novembe

Welcome to BellSouth Advertising and Publishing

Deland

FL 22-October

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Delray Beach

FL 6-February

28-June

Florida Keys

FL 23-July

13-Septem

Ft. Lauderdale YP

FL 13-August

22-Novemb

Gainesville

FL 30-July

25-Septem

Green Cove Springs

FL 22-October

19-March

Hernando

FL 12-August

23-Septem

Hollywood

FL 2-October

22-Novemb

Jacksonville

FL 22-October

19-March

Jacksonville Bch

FL 22-October

19-March

Jupiter-Tequesta

FL 6-February

2-July

Key West

FL 23-July

18-Septem

Melbourne/Palm Bay

FL 10-September

15-January

Miami
with Hispanic Pages

FL 2-February

15-May

Orlando
with Hispanic Pages

FL 18-January

9-July

Panama City

FL 1-October

7-January

Pensacola

FL 25-March

9-August

Pompano Beach

FL 17-July

22-Novemb

Sanford

FL 10-December

1-January

St. Augustine

FL 29-April

24-May

St. Lucie Co

FL 11-March

22-July

Stuart/Jensen

FL 11-March

22-July

Vero Beach

FL 11-March

22-July

West Palm Beach
with Hispanic Pages

FL 19-January

28-May

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Georgia

Albany

GA 12-August

19-Novemb

Athens

GA 22-April

10-Septem

Atlanta

GA 2-April

30-July

with Hispanic Pages

Augusta

GA 24-September

8-April

Austell

GA 16-September

1-March

Brunswick

GA 11-March

30-April

Clay-Fay-Henry Co

GA 16-September

1-March

Columbus/Hamilton

GA 25-March

30-July

Conyers/Covington

GA 16-September

4-February

Cumming	GA 16-September	24-January
Gainesville with Hispanic Pages	GA 16-September	12-Novemb
Gwinnett Co with Hispanic Pages	GA 16-September	1-March
Macon Forsyth	GA 16-September	13-March
Marietta with Hispanic Pages	GA 16-September	4-February
Roswell-Alpharetta	GA 16-September	4-February
Savannah	GA 13-May	12-October
Valdosta	GA 27-May	17-July
Warner Robins	GA 16-September	13-March

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Kentucky

Bowling Green	KY 3-September	22-October
Louisville	KY 7-January	14-June
Ohio Valley Area	KY 8- October	12-Novemb
Purchase Area	KY 21-May	10-Septem

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Louisiana

Alexandria	LA 8-April	18-June
Baton Rouge	LA 24-December	12-June
Houma	LA 4-September	3-Decembe
Lafayette	LA 1-April	6-August
Lake Charles	LA 17-September	25-Decemb
Monroe	LA 19-November	19-Februar
New Orleans YP	LA 30-August	22-January
Shreveport	LA 10-July	23-October
St. Tammany Parish	LA 1-March	14-May
West Bank	LA 4-May	23-July

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Mississippi

Jackson	MS 8-October	6-March
Mississippi Coast	MS 15-April	27-August

Pine Belt Area

MS 27-May

23-Septem

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North Carolina

Apex-Cary	NC 4-May	20-Novemb
Asheville	NC 7-January	23-April
Burlington	NC 1-January	8-February
Chapel Hill	NC 25-February	27-August
Charlotte with Hispanic Pages	NC 1-December	15-May
Gaston County	NC 14-July	1-October
Goldsboro-Mt. Olive	NC 25-February	15-April
Greensboro	NC 7-May	28-Septem
Hendersonville	NC 8-August	15-October
Raleigh YP	NC 4-May	6-Novembe
Statesville	NC 21-October	1-January
Wilmington	NC 10-September	11-March
Winston-Salem	NC 19-November	10-April

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South Carolina

Anderson County	SC 1-October	7-Decembe
Charleston Cluster	SC 25-February	24-May
Columbia	SC 29-July	26-October
Florence Cluster	SC 2-December	19-Februar
Greenville	SC 18-March	8-July
Spartanburg	SC 23-July	30-Septem

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Tennessee

Chattanooga	TN 2-January	23-April
Clarksville	TN 9-July	2-Septemb
Five Rivers Area	TN 1-November	14-January
Franklin	TN 18-September	8- October
Jackson	TN 13-November	18-Februar
Knoxville	TN 1-June	23-Septem

Welcome to BellSouth Advertising and Publishing
Memphis

TN 2-April

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10-Septem

Murfreesboro

TN 30-April

18-June

Nashville YP

TN 1-November

25-March

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